

Message Text

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PAGE 01 THE HA 02818 061458Z

71

ACTION EUR-25

INFO OCT-01 IO-14 ISO-00 L-03 SS-20 NSC-07 EB-11 TRSE-00

CIEP-02 OMB-01 COME-00 STR-08 EPA-04 CEQ-02 H-03

PRS-01 USIA-15 RSC-01 DRC-01 /119 W

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R 061400Z JUN 74

FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC 3725

INFO USMISSION EC BRUSSELS

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UNCLAS THE HAGUE 2818

PASS STR AND EPA

E.O. 11652: N/A

TAGS: ETRD, SENV, NL

SUBJECT: PROPOSED US LEGISLATION AGAINST THROWAWAY
CONTAINERS

1. DURING COURSE OF MORE GENERAL CONVERSATION, MINECON
DIR GEN VAN OORSCHOT EXPRESSED TO ECON/COMMERCIAL COUNSELOR
CONCERN OF GON THAT PORPOSED US LEGISLATION TO OUTLAW THROW-
AWAY CONTAINERS WOULD HAVE DEVASTATING EFFECT ON HEINEKEN
EXPORTS TO US. HE SAID HE HAD INSTRUCTED DUTCH EMBASSY
WASHINGTON TO DISCUSS PROBLEM WITH APPROPRIATE US AUTHORI-
TIES. AS DUTCH BEER EXPORTS TO US IN 1973, NEARLY ALL IN
THROWAWAYS, TOTALLED US \$20 MILLION, OUTLAWING OF THROWAYS
WOULD CONSTITUTE MAJOR NEW NTB AFFECTING DUTCH/US BILATERAL
TRADE, ALREADY HEAVILY IMBALANCED IN US FAVOR.

2. WHILE WE RECOGNIZE (AS DUTCH DO) THAT LEGISLATIVE PROPO-
SALS IN THIS FIELD ARE INSPIRED LARGELY, IF NOT EXCLUSIVELY,
BY ENVIRONMENTAL CONSIDERATIONS, THEY CLEARLY WORK GREATER
HARDSHIP ON FOREIGN THAN DOMESTIC SUPPLIERS. MAJOR
PORTION OF HEINEKEN'S DUTCH PRODUCTION OF BEER AND GLASS IS
TAILOR-MADE FOR US MARKET. CONVERSION TO RETURNABLE CON-
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PAGE 02 THE HA 02818 061458Z

TAINERS WOULD APPEAR HOPELESSLY UNECONOMIC. PRODUCTION IN

US, LONG RESISTED BY HEINEKEN ON POLICY GROUNDS, MAY PROVE ONLY ALTERNATIVE BUT INTERIM TRANSITIONAL PERIOD WOULD BE EXTREMELY DIFFICULT.

3. TO RESPOND TO GON CONCERN ON THIS SUBJECT WE WOULD WELCOME STATEMENT OF ADMINISTRATION'S POSITION ON PENDING LEGISLATION, INFORMATION ON LIKELIHOOD OF CONGRESSIONAL APPROVAL, AND SOME INDICATION OF LIKELIHOOD THAT IMPACT ON OVERSEAS SUPPLIERS CAN AND WILL BE MITIGATED.
GOULD

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